

LEO BURNETT U.S.A.

A Division of Leo Burnett Worldwide  
Ad No. 1596-C (ZIGARETTE/PENINSULA)-Rev. No. 7784a-1 page-4/color-19 3/4x13 3/4 (inches)-Supplements  
1983  
Printed U.S.A.



Reach for a world of flavor.  
**MERIT**



The low-tar cigarette  
that changed smoking.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

0 mg "tar," 11 mg nicotine av. per cigarette. FTC Report Blue II.

© Philip Morris Inc. 1981



Source: <https://www.industrydocuments.ucsf.edu/docs/gjkn0003>

2061191072